

# Hospitality Develop and Update Hospitality Industry Knowledge



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# The Tourism and Hospitality Industry

## Tourism

Tourism is where people travel away from home to Australian and overseas places for holidays, business trips, competitions and excursions.

## Hospitality

Hospitality is where visitors and local people are provided with accommodation, food and drink.

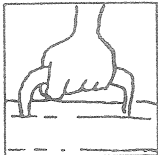
## The Industry

Many people are employed in the tourism and hospitality industries. The number of people is increasing each year. These are people industries with face to face contact with customers.

You must be able to:

- communicate with people
- help customers
- be well groomed
- work as a team
- work under pressure
- have good skills in the area you work in.

When you are employed in the hospitality industry, success and more customers depend highly on how the guests are treated and how well workers in the industry do their jobs. It's good business to do your job well and to be polite to customers.




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 ACTIVITY
 

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## The Tourism and Hospitality Industry

1) Finish the sentences below with these words

communicate  
courteous

groomed  
polite

work  
helpful

skills  
customers

pressure

Hospitality and tourism workers have face to face contact with the public.

As a worker you must be able to:

- \_\_\_\_\_ with people.
- help \_\_\_\_\_.
- be well \_\_\_\_\_.
- \_\_\_\_\_ as a team.
- work under \_\_\_\_\_.
- have good \_\_\_\_\_ in the area you work in.
- be \_\_\_\_\_, p\_\_\_\_\_ and h\_\_\_\_\_ to guests.

2) As you read the holiday story below underline the parts that you wouldn't appreciate as a guest

'I can't believe it's about to happen! I have been saving for this trip for a long time. A holiday at last.' Christine was going on holiday to a resort she had read and heard a lot about. She was determined to have a good holiday.

She arrived at the resort in Coffs Harbour late in the afternoon. The sun was just setting over the mountains. The receptionist greeted her kindly and gave her an outline of the things she could look forward to over the next week. It looked just perfect.

When she went to her room the cleaner was there tidying up and making the bed. 'Sorry Luv, I won't be a tick. Listen you don't mind if I don't change the bed till tomorrow do you? Good on you luv.' and she walked out. Christine didn't worry too much. She just wanted the holiday to be great. She was looking forward to relaxing.

She settled in and started to pack her clothes away. She opened a draw and a cockroach ran away. She started to wonder. Finally she was finished and went down to the lobby. She wanted to check what time the restaurant opened. She waived to an employee. 'What do you want?' said the employee. 'I was wondering when meals are served?' Christine answered.

The reply was 'Well not now, you're way too early ... come back later.'

Christine walked off. She was determined not to let anything wreck her holiday. She walked across to the pool. It was a slightly green colour and didn't look very nice. The pool cleaner was sitting at the edge of the pool having a beer and a smoke. 'Don't worry luv. It will be perfect tomorrow. It's too hot to be cleaning the pool today.'

Christine sat down and looked across to the beach. The waves were rolling in and the last of the days sun was setting behind the mountain. 'I hope this gets better' she whispered to herself.

a) What are the problems that might spoil this holiday?

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b) Which staff were responsible?

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c) How could the lady cleaning the room improve?

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d) What was the pool attendant doing wrong?

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e) When a guest at a resort asks a question, how should the employee on duty act?

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f) Do you think Christine will ever come back to this resort again?

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# **The Tourism Sectors**

There are many different sectors in the tourism industry.

Some of these are:

## **Tourist attractions**

Tourist attractions are places like Sea World, Dream World, Uluru and the Great Barrier Reef.

## **Tour guiding**

Tour guiding happens at many different types of locations. Examples include National Parks, tourist attractions, museums and area tours such as to Alice Springs on a guided Outback Tour.

## **Wholesale tour operators**

Wholesale tour operators arrange tours for people travelling in Australia and overseas.

## **Retail travel**

Retail travel sells package tours, accommodation and travel on buses, railway, planes in Australia and overseas.

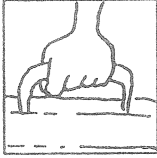
## **Tourist information services**

Tourist information services look after tourism in the local area.

## The Hospitality Sectors

The hospitality industry has nine sectors.

<b>Front Office</b>	checks guests in and out. takes guest reservations and deposits bills the guests takes messages
<b>Housekeeping</b>	cleans guest rooms and public areas looks after all fabrics like towels, sheets, uniforms, tablecloths
<b>Kitchen</b>	planning, preparing and presenting food
<b>Food and Beverage</b>	serves the food and drink
<b>Sales and Marketing</b>	promotes the establishment by advertising, trade shows, sponsorships
<b>Gaming</b>	Looks after games like TAB, keno casinos, poker machines
<b>Maintenance</b>	looks after the buildings and equipment
<b>Security</b>	safeguards guests and their property.
<b>Human Resources</b>	employs new staff, keeps records, pays staff




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## The Tourism Sector

- 1) Use the Yellow Pages or the Local Business Directory to list examples for local businesses in the following areas.

Travel Agencies
Tourist Information Centres
Registered Clubs
Cafés
Fast-food Outlets
RestaurantsHotels

2) Match the area with the types of tasks done by employees.

Sector	Example
Front Office	Employs new staff, keeps records, pays staff
Housekeeping	Looks after games like TAB, keno casinos, poker machines
Kitchen	Looks after the buildings and equipment
Food and Beverage	Checks guests in and out. Takes guest reservations and deposits Bills the guests Takes messages
Sales and Marketing	Safeguards guests and their property.
Gaming	Serves the food and drink
Maintenance	Promotes the establishment by advertising, trade shows, sponsorships
Security	Planning, preparing and presenting food
Human Resources	Cleans guest rooms and public areas Looks after all fabrics like towels, Looks after fabrics like towels, sheets, uniforms, tablecloths

3) List some entry-level hospitality sector employment opportunities.

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Use these words to complete the crossword

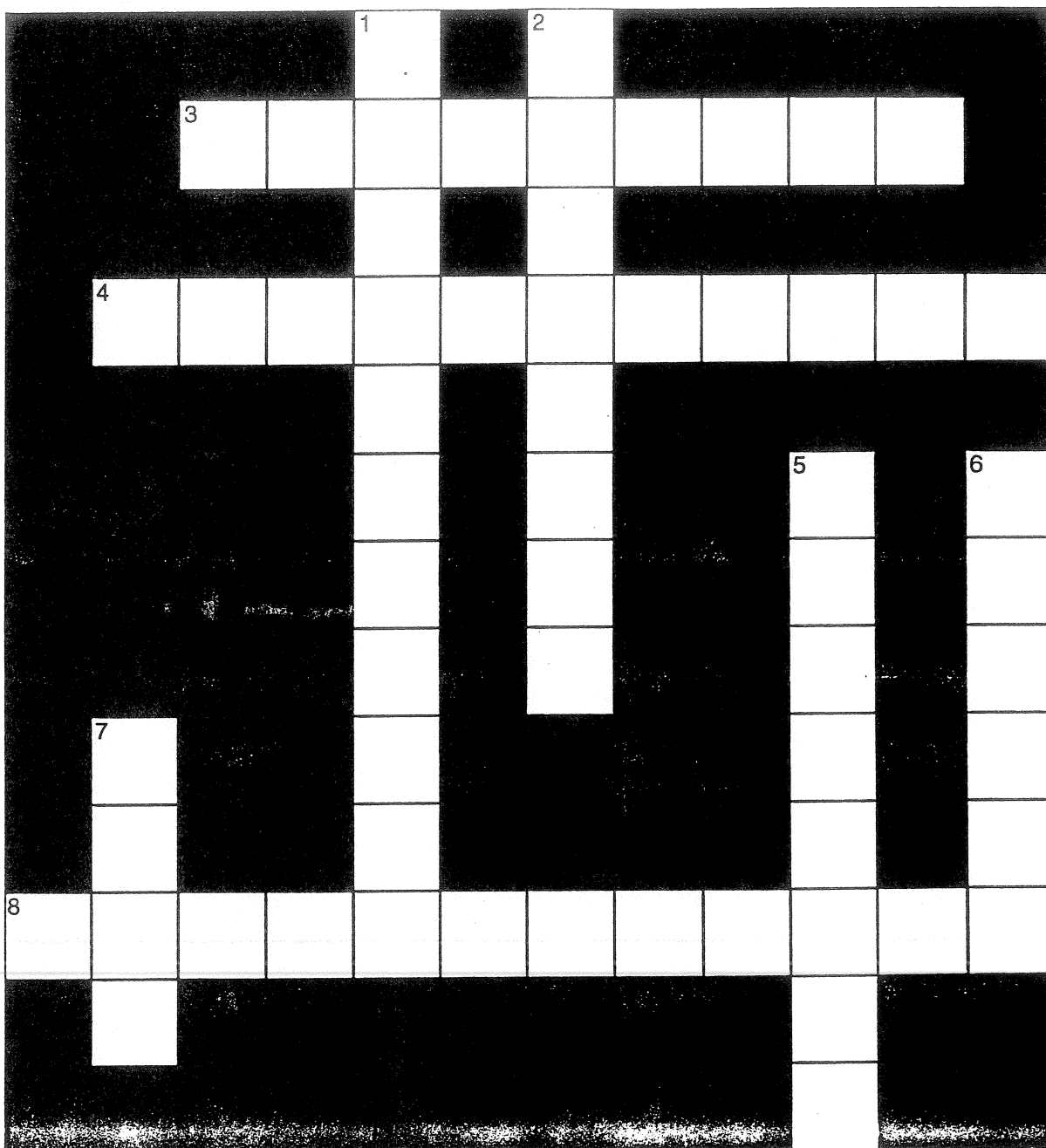
Gaming  
Food

Front Office  
Marketing

Housekeeping  
Maintenance

Kitchen  
Security

Beverage



**ACROSS**

- 3) Advertise a product or service to sell  
4) Fixes broken things in a hotel( M...)  
8 Clean rooms in a hotel

**DOWN**

- 1) Area where hotel customers first arrive  
2) In the hotel bar you can buy one of these (B..)  
5) A group of people that protect property and people (s..)  
6) Gambling in a casino is part of the G..... industry  
7) You need to eat this to survive

# Interaction with Other Hospitality Sectors and Industries

## Between Hospitality Sectors

The different sectors in a hospitality establishment often interact.

This is an example of the interactions the kitchen might have with other areas.

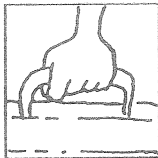
Department	Interaction
Housekeeping	Kitchen lets housekeeping know what it needs for the day – napkins, table clothes, clean cloths and uniforms.
Accounts	Kitchen gives the accounts people wage sheets, receipts for food and goods.
Maintenance	The kitchen lets maintenance know if the tiles are lifting, stoves needing fixed, light bulbs need replacing.
Security	Kitchen reports theft to security.
Sales and Marketing	Kitchen lets sales know if there is a new menu or there is a new chef so they can be promoted.

## With Other Industries

Hospitality customers will use the services of other parts of the community when they visit a location. The tourism industry relies on support from other parts of the community. For example, they may use:

- roads
- buildings
- electricity, water and sewerage facilities
- retail stores.

Whenever there is an increase in hospitality activity in an area, the general business activity will increase as well.




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 ACTIVITY
 

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## Interaction with Other Hospitality Sectors and Industries

- 1) The roof is leaking in the kitchen of a large hotel. Which area of the hotel would you need to contact? \_\_\_\_\_
- 2) Write what you would say to the other department's staff when calling.  
\_\_\_\_\_
- 3) Which department pays the accounts for the food the kitchen uses?  
\_\_\_\_\_
- 4) Some equipment has gone missing from the kitchen. Which area of the hotel should you contact? \_\_\_\_\_
- 5) The chef wants to promote the hotel's Christmas buffet. Which area would you contact? \_\_\_\_\_
- 6) Write what you would say to the other department's staff when calling.  
\_\_\_\_\_
- 7) A tourist from Japan is visiting Sydney and staying at a large hotel. List as many services as you can that this customer may use in the city.  
\_\_\_\_\_  
\_\_\_\_\_

# Influences in the Hospitality and Tourism Industry

## Market Needs and Expectations

The services offered changes depending on what customers want. Business people travel overseas more often so there is more need for plane travel. Travel is cheaper, and people have more money to spend so they travel further on their holidays.

## Economic Climate

This means if there is money available for people to spend. For example, where there is high unemployment, people do not travel as much and many go to a caravan park for their holidays instead of a motel. They have fish and chips for dinner instead of going to a restaurant.

## Seasonal Conditions

The season it is changes the number of customers around. It is cheaper to have a holiday in winter than in summer. This is called '**off season**'. Special holidays like Christmas and Easter is called '**peak season**' because that is when most people want to travel.

## Industry Regulations

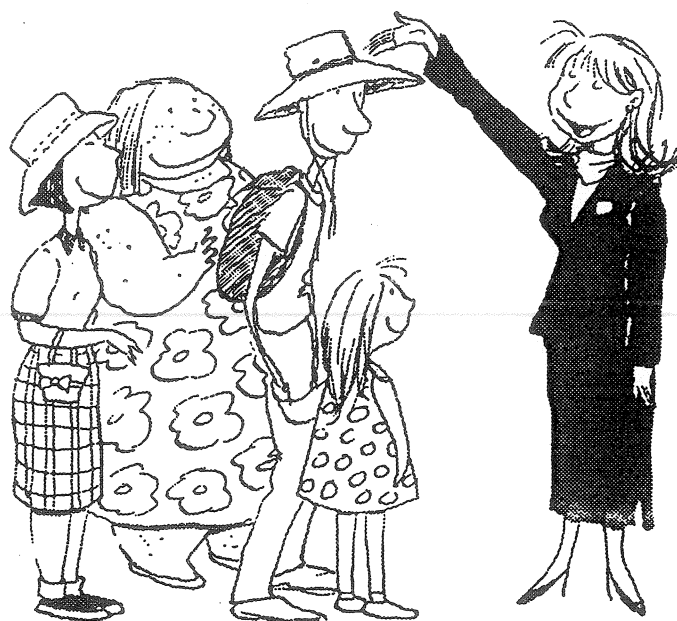
Some government regulations have changed the hospitality industry. People don't go out and drink as much because they can get fined if over the drinking limit. Also, establishments need to have access for people with disabilities. It is also illegal to smoke in many public places.

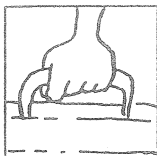
## Cultural Factors

The industry now caters for the cultural preferences and needs of customers.

## Personal Factors

There are often personal reasons for choice. Some people would choose a resort that looks after children in preference to one that does not. You might like to go dancing so you go to a place that offer these. eg clubs. When you chose a motel you might go to the one with a swimming pool, tennis court, activities room in preference to one that does not. Personal factors such as these will influence hospitality establishments.





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**ACTIVITY**

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## Influences in the Hospitality and Tourism Industry

1) Write in your own words what influence the following have on the hospitality industry?

a) Market Needs

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b) Economic Climate

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c) Seasonal Conditions

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d) Industry Regulations

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2) What are some cultural factors that might influence the hospitality industry?

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- 3) What personal factors influence the consumer spending on hospitality of your family or friends?

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- 4) What seasonal conditions might affect the hospitality industry in your local area?

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# Commercial and Non-commercial Establishments

## Commercial Establishments

These places charge for their services and expect to make a profit. Customers choose where they will go.

For example:

Hotels	Night Clubs
Motels	Restaurants
Pubs	Casinos
Resorts	Function Centres
Clubs	Bistros



## Non-commercial Establishments

These are often a public service and are not run for a profit. Clients often have no choice about where they sleep or what they eat.

For example:

Hospitals	Army
Nursing Homes	Navy
Schools	Air Force
Universities	Emergency Catering (SES)
Prisons	







## ACTIVITY

# Commercial or Non-Commercial

- 1) List some commercial and non-commercial types of establishments.

Commercial	Non-Commercial

- 2) Work may be available in places that make money or places that provide a community service.

a) If they make money they are \_\_\_\_\_

b) If they are a community service they are \_\_\_\_\_

- 3) List some commercial and non-commercial hospitality places in your local area.

Commercial	Non-Commercial

# Skills and Attributes Needed in the Hospitality and Tourism Industry

You need to



**be honest**

**be dedicated**

**have a good attitude**

**have integrity**

**be able to cope with repetition**

**have a sense of urgency**

Examples



If you find something give it to your supervisor.  
Do not keep it. Always tell the truth.

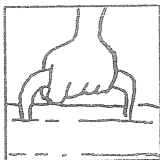
Work hard and do not be late for work.

Be helpful and polite. Leave problems from home  
at home.

Do things properly all the time.  
Always do the job right.

Expect that you will have to do the same thing  
many times.

Do not put off things. Do the important things first.



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**ACTIVITY**

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## Skills and Attributes Needed in the Hospitality and Tourism Industry

1) Write down a dictionary definition for the following words

a) honest

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b) dedicated

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c) attitude

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d) integrity

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2) How well do you think you will cope with repetition at work?

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3) Rate whether you show the following qualities mostly, sometimes or never.

Attribute	Mostly	Sometimes	Never
Honest			
Dedicated			
Good attitude			
Integrity			

# Communication

When talking to others:

- be courteous
- smile
- be friendly
- be pleasant on the phone
- do not interrupt
- use appropriate body language
- keep an appropriate distance
- speak clearly.

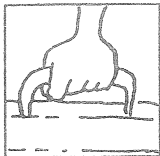
## Dealing with Angry Customers

In every job, complaints occur. It is important to know how to communicate with people who come to you with a complaint.

Things to remember:

- Never argue.
- Do not ignore the person.
- Do not ignore the complaint by doing nothing about it.
- Look at the person.
- Listen carefully.
- Suggest alternatives while staying calm.
- Resolve the problem quickly.
- Get help if you need to.
- Follow up the complaint.
- Make a record of the complaint.
- Report it to your supervisor.

**THE CUSTOMER IS ALWAYS RIGHT!**



## ACTIVITY

# Communication

1) Write in your own words what these things mean when you're talking to customers.

a) Courteous

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b) Friendly

---

c) Pleasant voice

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2) In pairs take turns being the customer giving a message and the waiter writing it down.

Customer role: Make a booking in a restaurant.

Waiter role: Get information from the customer using a pleasant voice, a courteous manner and a friendly attitude. Write down the information.

Day

Date

Time

How many people?

Preferred Seating Location

- 3) Yesterday a waiter was heard to say to an angry customer, 'Get stuffed you stupid idiot'.

a) Is this a good way to talk to an angry customer? \_\_\_\_\_

b) List some reasons why it isn't.

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c) What could you say to a customer who is complaining about not being served quickly?

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d) List the best way to handle an angry customer

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e) Finish these sentences

Never

Do not \_\_\_\_\_ the person

Do not ignore the complaint by doing \_\_\_\_\_ about it.

# Teamwork

Being part of a team means:

- helping each other
- learning from each other
- teaching each other
- working together.

## How to Work as Part of a Team

All staff depend on each other for smooth and efficient customer service.

Teamwork means, helping out when things get busy and co-operating with staff in other departments.

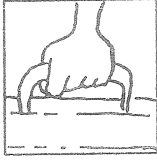
If staff work as a team, the customer gets good service.

Good teamwork means:

- there is trust at work
- there is support for each other
- being tolerant of other people and cultures
- being a dedicated worker
- seeking help if needed
- helping other if needed.

**When the going gets tough, good teamwork will help solve the problem.**






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 ACTIVITY
 

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## Teamwork

1) Underline the examples of good teamwork below.

- a) The kitchen hand didn't help when he saw the waitress drop a plate of food in the busy restaurant.
- b) The chef explained to his apprentice how to prepare the recipe quicker.
- c) The cleaner vacuumed the hallways as well, when she finished her room work early.
- d) The kitchen hand left right on his finish time even though all the plates weren't washed.
- e) The new kitchen hand didn't know how to operate the dishwasher so the other kitchen hand showed her.

2) Describe two recent incidents that showed good team work either at work, home or school.

a) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

b) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- 3) List at least three different groups of people in a hospitality establishment who benefit from good teamwork.

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# Career Pathways

A career path is the steps you take to achieve the job you want to do.

Below is a general guide to that pathway.

- Starting out, you need help in what you do, and people to show you what to do.
- At the next stage, you need less help, and are given things to do by yourself.
- When you progress, you may help others at work and make decisions in your special area.
- Later, you may become a supervisor or a leader in the area.
- At the top, as manager, you will deal more with staff and less with the customer.

## A Career Path in the Hospitality Industry

There are nine different sectors in the hospitality industry (see p ).



You might start as a kitchen hand in a kitchen.

When you get good at doing this, you may get to be the food production assistant.

Then	—————→	cook
Then	—————→	chef de partie
Then	—————→	chef
Then	—————→	owner/operator/restaurant/manager.

## Other Examples of Hospitality Career Pathways

Here are some examples of career pathways in hospitality.

Kitchen	Restaurant	Bar
<p>Start as kitchen hand. Then work up to:</p> <ul style="list-style-type: none"> <li>• apprentice</li> <li>• chef</li> <li>• supervisory chef</li> <li>• head chef.</li> </ul>	<p>Start as a Trainee Waiter Then work up to:</p> <ul style="list-style-type: none"> <li>• basic waiter</li> <li>• waiter</li> <li>• head waiter.</li> </ul>	<p>Start as a bar attendant. Then work up to:</p> <ul style="list-style-type: none"> <li>• assistant manager</li> <li>• bar manager</li> </ul>

## Career Paths in the Tourism Industry

There are many different sectors in the tourism industry (see p ).



You might start as a tour-guiding assistant who meets and greets the people at the start of the tour. When you get good at doing this, you may get to be the site guide.

Then \_\_\_\_\_ → tour guide

Then \_\_\_\_\_ → tour manager

Then \_\_\_\_\_ → tour owner/operator.




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 ACTIVITY
 

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## Career Paths

1) Finish these career paths.

a) If you start as a kitchen hand, you could end up as

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b) If you start as a waiter, you could end up as

---

c) If you start as a cleaner in a hotel, you could end up as

---

d) If you start working as a bar attendant, you could end up as

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2) Find out and write down what you could do to help progress from being a kitchen hand to an apprentice chef.

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3) Does everyone follow the same career path within an area?

Yes / No

Why? 

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4) Do people always stay in the same industry as they start work?

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# Hospitality and the Law

There are many laws that cover customers, employees and employers in the hospitality sector. As a hospitality worker you must know the laws that affect you and your workplace. The Federal Government, the State Government and your local government or Council make laws to protect peoples rights.

## Commonwealth

The Commonwealth Government makes laws that apply to all citizens of Australia. Some of these laws are about defense, customs and excise.

## State

The individual State Governments can make laws. Some of these laws are about licensing and education. The states can't make laws on things that the Commonwealth has laws for.

## Local

The local areas where we live elect people to council and they look after areas such as building regulations, refuse, noise pollution and health.

## Acts and Regulations Related to the Hospitality Industry

- Registered Clubs and Liquor Acts which include regulations about:
- Responsible Conduct of Gambling
- Responsible Service of Alcohol
- Food and Drugs
- Factories and Shops
- Workplace Health and Safety
- Health and hygiene
- Building Regulations
- Sale of Goods Act (NSW)

- Trade Practices Act (Commonwealth)
- Casinos
- Equal Opportunity
- Sex Discrimination Act 1984 - discrimination on sex, marital status, pregnancy
- Sexual Harassment
- Anti Discrimination Legislation - race, sex, intellectual and physical impairment and marital status.

## Some Important Laws

### Liquor law

This law covers:

- the age of the drinker
- the places you can serve liquor
- the situations in serving liquor, eg with meals.

You cannot serve liquor to someone under 18 years of age. Nor can you serve liquor to people who are drunk.

### Food law

This law covers:

- preparation and storage of food
- where food can be prepared
- where food can be sold.

The law is very strict on personal hygiene, temperature of food, the cleanliness of the workplace and salad bars.



## Trade Practices Act

This law makes sure customers get what they pay for.

For example:

- a room with mountain views must match the one advertised in the brochure
- a restaurant must serve food that is like the food advertised.

## Building and Safety Legislation

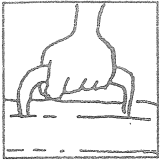
Many of these laws are made by local government.

Examples are:

- parking and toilet facilities for customers
- fire exits kept clear
- good lighting and ventilation in the workplace
- problems with noises (music from bands)
- garbage disposal
- what the buildings are made of.

## Gaming Laws

These laws say you must be over 18 years old to gamble. The place you gamble in must be licensed and it must be run fairly and honestly.



## ACTIVITY

# Law

1) Find out who governs in this country.

Role	Name of position	Who is it at present?
Head of the country		
Head of the state		
Head of local government		

2) Use your notes to list one of the things the following laws cover.

Liquor Law \_\_\_\_\_

Food Law \_\_\_\_\_

Trade Practices \_\_\_\_\_

Building and Safety \_\_\_\_\_

Gaming Laws \_\_\_\_\_

3) Circle True or False for the following.

a) It is okay to serve liquor to someone who is only a little drunk. True ☐ False ☐

b) The law says where food can be prepared and stored. True ☐ False ☐

c) You must be over 18 years old to gamble. True ☐ False ☐

d) Gaming or gambling can happen anywhere. True ☐ False ☐

# Industrial Relations

Industrial relations is the process of making laws and agreements about wages and workplace conditions.

Hospitality employees should know what wages and workplace conditions they are eligible for.

Workplace conditions can include:

- hours of employment
- pay rates
- penalty rates
- leave loading
- allowances
- leave entitlements.

## Determining workplace conditions

An employees wages and work conditions can be determined by an:

- award
- enterprise agreement
- Australian Workplace Agreement (AWA).

An award records the formal decision of an industrial tribunal of the terms and conditions of employment which will apply in a certain industry.

An enterprise agreement is made between the employer, the employees and usually their union, on the terms and conditions of employment to apply at their own workplace or enterprise.

An AWA is an individual contract that can override the conditions of an award or enterprise agreement.

Trade unions participate in the industrial relations process to protect and improve their workers conditions.




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 ACTIVITY
 

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# Industrial Relations

1) Finish this sentence.

Industrial relations is

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2) What are the three main ways that wages and conditions can be determined?

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3) Find out what the following are.

a) A penalty rate

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b) A leave loading

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c) An allowance

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4) Circle which of the following covers the workplace conditions for a group of employees.

Award   /   Enterprise agreement   /   Australian Workplace Agreement

5) What role do unions play in the industrial relations process?

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6) You are employed as a kitchen hand for 20 hours per week. You are not sure whether your pay rate is correct and if you can get sick and annual leave. What could you do to check?

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# The Changing Industry

As the industry changes, laws change, new ones are introduced and it is important to keep up to date on these changes.

You can do this by:

- talking to your employer
- talking to the unions
- reading trade related magazines
- go to conferences if you can
- get information from different hospitality associations such as those listed below
- finding out about changes to award terms and conditions at the Department of Industrial Relations.

## Hospitality Industry Associations

The following associations are useful sources of information about the hospitality sector.

- Bed and Breakfast Council NSW
- NSW Council of Tourist Associations
- Restaurant and Catering NSW
- Club Managers Development Association
- Tourism Council of Australia (NSW)
- Clubs NSW
- Australian Hotels Association
- Hotel Motel & Accommodation Association
- MIAA (NSW) Meetings Industry Association of Australia.